

# ADVANCED MANAGEMENT INDEX

January - December 1955

## Authors

|                             |   |       |
|-----------------------------|---|-------|
| Ackoff, Dr. Russell L.      | Production Scheduling: An Operations Research Case Study        | Mar.  |
| Alderson, Wroe              | Operations Research and Management Problems                     | Apr.  |
| Anderson, Prof. E. H.       | The Complex Problem of Organization                             | Mar.  |
| Barnes, Wendell B.          | Modern Business Management                                      | June  |
| Bright, James R.            | Retooling for Materials Handling                                | July  |
| Brown, Alvin                | Judging the Effectiveness of Organization                       | Jan.  |
| Brunauer, Walter E.         | You Know—But Do They?   | Sept. |
| Bryan, William W.           | A Program for Motivating Salesmen                               | Feb.  |
| Bryant, C. Willard          | Maximum Product Value at Minimum Cost                           | July  |
| Cantoni, Louis J.           | Who Dares to Sit and Read?                                      | Nov.  |
| Carey, H. H.                | The Climate for Growth  | Sept. |
| Carroll, Phil               | Financial Incentives: The Flywheel of Management Planning       | July  |
| Carroll, Phil               | Measurement of Management                                       | Oct.  |
| Claassen, F. F., et al.     | Information Feedback to Management and Employees                | Aug.  |
| Collins, Robert T.          | Automation—Advances in Automatic Production                     | May   |
| Dale, Ernest                | Centralization Versus Decentralization                          | June  |
| Dean, Joel                  | Break-Even Analysis and the Measurement of Capital Productivity | Apr.  |
| Dodge, Joseph M.            | Some Special Characteristics of Successful Management           | Apr.  |
| Dubreuil, Hyacinthe         | Pioneer of Scientific Management . . . Morris Llewellyn Cooke   | Nov.  |
| Fehlman, Frank E.           | Personal Factors in Good Salesmanship                           | July  |
| Foegen, Joseph H.           | Should You Tell Them Everything?                                | Nov.  |
| Follett, Mary Parker        | When Business Management Becomes a Profession                   | July  |
| Fox, William M.             | Improve Your Conference Leadership                              | Dec.  |
| Gardner, Fred V.            | Where Will Tomorrow's Cost Savings Come From?                   | June  |
| Gilland, Joseph G.          | What Does the Foreman Actually Do?                              | Jan.  |
| Goettelman, George M.       | Scientific Management Enters Civic Affairs                      | Sept. |
| Grady, James F.             | Executive Development in the Foreign Service                    | Dec.  |
| Gray II, Elisha             | Let's Put People in Our Balance Sheet                           | Jan.  |
| Greenwalt, Crawford H.      | The Management Profession                                       | Dec.  |
| Hariton, Theodore           | Executive Selection   | Apr.  |
| Jacobus, Gilbert C.         | Are You Thinking About Management Development?                  | Dec.  |
| Jacoby, Neil H.             | How Public Economic Policies Affect Business Expenditures       | Mar.  |
| Johnson, Dr. Ellis A.       | Place and Cost of Operations Research in Your Company           | Jan.  |
| Johnson, Rodney W.          | Management Viewed by an Engineer                                | Oct.  |
| Kelly, Thomas E.            | Management Integration Through Methods and Standards            | Aug.  |
| Kircher, Paul               | Fundamentals of Management                                      | Oct.  |
| Lisberger, T. S.            | Case Method in Supervisory Training                             | Feb.  |
| Lull, Paul E., et al.       | What Communications Means to the Corporation President          | Mar.  |
| McFarland, Dalton E.        | Bottlenecks in Human Relations Training                         | Feb.  |
| MacRury, King               | Money as an Industrial Cure-All                                 | Nov.  |
| Magee, John F.              | An Operations Research Program for a Retail Store Chain         | June  |
| Mandel, Benjamin J.         | Organizing to Use Statistics                                    | Feb.  |
| Muther, Richard             | Managing the Plant Layout Function                              | Apr.  |
| Myers, Clarence J.          | The Creative Individual in Business                             | June  |
| Novis, F. W.                | Management Techniques in Vocational Rehabilitation              | Jan.  |
| Peterson, C. L.             | Automation Dictionary   | July  |
| Pocock, J. W.               | The Administration of Operations Research                       | Feb.  |
| Rathe, Alex W.              | Management Control  | May   |
| Rauch, Philip               | Small Business and Scientific Management                        | Apr.  |
| Reilley, Ewing W.           | Planning the Strategy of the Business                           | Dec.  |
| Rosenfield, U.              | Are We Asking the Foreman to Be Better than His Supervisor?     | Mar.  |
| Sears, Al N.                | The Job Ahead for Sales Management                              | Aug.  |
| Simpson, James Wright       | Tomorrow's Manager Will Be a Generalist                         | Jan.  |
| Smiddy, Harold F.           | Do Industrial Engineers Need Executive Development?             | May   |
| Stromberg, Dr. Eleroy L.    | Let's Stop Wasting Brainpower                                   | Mar.  |
| Suojanen, Waino W.          | The Span of Control—Fact or Fable?                              | Nov.  |
| Symonds, Gifford H.         | Mathematical Programming as an Aid to Decision Making           | May   |
| Tead, Ordway                | Business Leadership in the Decade Ahead                         | Feb.  |
| U. S. Dept. of Labor Survey | How Will the Good Supervisor Deal with Youth?                   | Feb.  |
| Van Ark, Gordon             | Should You Replan and Reorganize Now?                           | Sept. |
| VanDeMark, Robert L.        | Accurate Inventory Measurement                                  | Oct.  |
| Weschler, Irving R., et al. | A New Focus in Executive Training                               | May   |
| Westfall, Othel D.          | Figures and the Manager   | Nov.  |
| White, L. T.                | Strengthening Small Business Management                         | Aug.  |
| Whiting, Charles S.         | Operational Techniques of Creative Thinking                     | Oct.  |
| Wilcox, William S.          | The Supervisor is the Practicing Personnel Man                  | Jan.  |

## Titles

|   |                            |       |
|---|----------------------------|-------|
| Accurate Inventory Measurement                                  | Robert L. VanDeMark        | Oct.  |
| Administration of Operations Research                           | J. W. Pocock               | Feb.  |
| Are We Asking the Foreman to Be Better Than His Supervisor      | U. Rosenfield              | Mar.  |
| Are You Thinking About Management Development?                  | Gilbert C. Jacobus         | Dec.  |
| Automation—Advances in Automatic Production                     | Robert T. Collins          | May   |
| Automation Dictionary   | C. L. Peterson             | July  |
| Bottlenecks in Human Relations Training                         | Dalton E. McFarland        | Feb.  |
| Break-Even Analysis and the Measurement of Capital Productivity | Joel Dean                  | Apr.  |
| Business Leadership in the Decade Ahead                         | Ordway Tead                | Feb.  |
| Case Method in Supervisory Training                             | T. S. Lisberger            | Feb.  |
| Centralization Versus Decentralization                          | Ernest Dale                | June  |
| Climate for Growth  | H. H. Carey                | Sept. |
| Complex Problem of Organization                                 | Prof. E. H. Anderson       | Mar.  |
| Creative Individual in Business                                 | Clarence J. Myers          | June  |
| Do Industrial Engineers Need Executive Development?             | Harold F. Smiddy           | May   |
| Executive Development in the Foreign Service                    | James F. Brady             | Dec.  |
| Executive Selection   | Theodore Hariton           | Apr.  |
| Figures and the Manager   | Othel D. Westfall          | Nov.  |
| Financial Incentives: The Flywheel of Management Planning       | Phil Carroll               | July  |
| Fundamentals of Management                                      | Paul Kircher               | Oct.  |
| How Public Economic Policies Affect Business Expenditures       | Neil H. Jacoby             | Mar.  |
| How Will the Good Supervisor Deal with Youth                    | U.S. Dept. of Labor Survey | Feb.  |
| Improve Your Conference Leadership                              | William M. Fox             | Dec.  |
| Information Feedback to Management and Employees                | F. F. Claassen, et al.     | Aug.  |
| The Job Ahead for Sales Management                              | Al N. Sears                | Aug.  |
| Judging the Effectiveness of Organization                       | Alvin Brown                | Jan.  |
| Let's Put People in Our Balance Sheet                           | Elisha Gray II             | Jan.  |
| Let's Stop Wasting Brainpower                                   | Dr. Eleroy L. Stromberg    | Mar.  |
| Management Control  | Alex W. Rathe              | May   |
| Management Integration Through Methods and Standards            | Thomas E. Kelly            | Aug.  |
| The Management Profession                                       | Crawford H. Greenwalt      | Dec.  |
| Management Techniques in Vocational Rehabilitation              | F. W. Novis                | Jan.  |
| Management Viewed by an Engineer                                | Rodney W. Johnson          | Oct.  |
| Managing the Plant Layout Function                              | Richard Muther             | Apr.  |

# ADVANCED MANAGEMENT INDEX

January - December 1955

## Authors

|                             |   |       |
|-----------------------------|---|-------|
| Ackoff, Dr. Russell L.      | Production Scheduling: An Operations Research Case Study        | Mar.  |
| Alderson, Wroe              | Operations Research and Management Problems                     | Apr.  |
| Anderson, Prof. E. H.       | The Complex Problem of Organization                             | Mar.  |
| Barnes, Wendell B.          | Modern Business Management                                      | June  |
| Bright, James R.            | Retooling for Materials Handling                                | July  |
| Brown, Alvin                | Judging the Effectiveness of Organization                       | Jan.  |
| Brunauer, Walter E.         | You Know—But Do They?   | Sept. |
| Bryan, William W.           | A Program for Motivating Salesmen                               | Feb.  |
| Bryant, C. Willard          | Maximum Product Value at Minimum Cost                           | July  |
| Cantoni, Louis J.           | Who Dares to Sit and Read?                                      | Nov.  |
| Carey, H. H.                | The Climate for Growth  | Sept. |
| Carroll, Phil               | Financial Incentives: The Flywheel of Management Planning       | July  |
| Carroll, Phil               | Measurement of Management                                       | Oct.  |
| Claassen, F. F., et al.     | Information Feedback to Management and Employees                | Aug.  |
| Collins, Robert T.          | Automation—Advances in Automatic Production                     | May   |
| Dale, Ernest                | Centralization Versus Decentralization                          | June  |
| Dean, Joel                  | Break-Even Analysis and the Measurement of Capital Productivity | Apr.  |
| Dodge, Joseph M.            | Some Special Characteristics of Successful Management           | Apr.  |
| Dubreuil, Hyacinthe         | Pioneer of Scientific Management . . . Morris Llewellyn Cooke   | Nov.  |
| Fehlman, Frank E.           | Personal Factors in Good Salesmanship                           | July  |
| Foegen, Joseph H.           | Should You Tell Them Everything?                                | Nov.  |
| Follett, Mary Parker        | When Business Management Becomes a Profession                   | July  |
| Fox, William M.             | Improve Your Conference Leadership                              | Dec.  |
| Gardner, Fred V.            | Where Will Tomorrow's Cost Savings Come From?                   | June  |
| Gilland, Joseph G.          | What Does the Foreman Actually Do?                              | Jan.  |
| Goettelman, George M.       | Scientific Management Enters Civic Affairs                      | Sept. |
| Grady, James F.             | Executive Development in the Foreign Service                    | Dec.  |
| Gray II, Elisha             | Let's Put People in Our Balance Sheet                           | Jan.  |
| Greenwalt, Crawford H.      | The Management Profession                                       | Dec.  |
| Hariton, Theodore           | Executive Selection   | Apr.  |
| Jacobus, Gilbert C.         | Are You Thinking About Management Development?                  | Dec.  |
| Jacoby, Neil H.             | How Public Economic Policies Affect Business Expenditures       | Mar.  |
| Johnson, Dr. Ellis A.       | Place and Cost of Operations Research in Your Company           | Jan.  |
| Johnson, Rodney W.          | Management Viewed by an Engineer                                | Oct.  |
| Kelly, Thomas E.            | Management Integration Through Methods and Standards            | Aug.  |
| Kircher, Paul               | Fundamentals of Management                                      | Oct.  |
| Lisberger, T. S.            | Case Method in Supervisory Training                             | Feb.  |
| Lull, Paul E., et al.       | What Communications Means to the Corporation President          | Mar.  |
| McFarland, Dalton E.        | Bottlenecks in Human Relations Training                         | Feb.  |
| MacRury, King               | Money as an Industrial Cure-All                                 | Nov.  |
| Magee, John F.              | An Operations Research Program for a Retail Store Chain         | June  |
| Mandel, Benjamin J.         | Organizing to Use Statistics                                    | Feb.  |
| Muther, Richard             | Managing the Plant Layout Function                              | Apr.  |
| Myers, Clarence J.          | The Creative Individual in Business                             | June  |
| Novis, F. W.                | Management Techniques in Vocational Rehabilitation              | Jan.  |
| Peterson, C. L.             | Automation Dictionary   | July  |
| Pocock, J. W.               | The Administration of Operations Research                       | Feb.  |
| Rathe, Alex W.              | Management Control  | May   |
| Rauch, Philip               | Small Business and Scientific Management                        | Apr.  |
| Reilley, Ewing W.           | Planning the Strategy of the Business                           | Dec.  |
| Rosenfield, U.              | Are We Asking the Foreman to Be Better than His Supervisor?     | Mar.  |
| Sears, Al N.                | The Job Ahead for Sales Management                              | Aug.  |
| Simpson, James Wright       | Tomorrow's Manager Will Be a Generalist                         | Jan.  |
| Smiddy, Harold F.           | Do Industrial Engineers Need Executive Development?             | May   |
| Stromberg, Dr. Eleroy L.    | Let's Stop Wasting Brainpower                                   | Mar.  |
| Suojanen, Waino W.          | The Span of Control—Fact or Fable?                              | Nov.  |
| Symonds, Gifford H.         | Mathematical Programming as an Aid to Decision Making           | May   |
| Tead, Ordway                | Business Leadership in the Decade Ahead                         | Feb.  |
| U. S. Dept. of Labor Survey | How Will the Good Supervisor Deal with Youth?                   | Feb.  |
| Van Ark, Gordon             | Should You Replan and Reorganize Now?                           | Sept. |
| VanDeMark, Robert L.        | Accurate Inventory Measurement                                  | Oct.  |
| Weschler, Irving R., et al. | A New Focus in Executive Training                               | May   |
| Westfall, Othel D.          | Figures and the Manager   | Nov.  |
| White, L. T.                | Strengthening Small Business Management                         | Aug.  |
| Whiting, Charles S.         | Operational Techniques of Creative Thinking                     | Oct.  |
| Wilcox, William S.          | The Supervisor is the Practicing Personnel Man                  | Jan.  |

## Titles

|   |                            |       |
|---|----------------------------|-------|
| Accurate Inventory Measurement                                  | Robert L. VanDeMark        | Oct.  |
| Administration of Operations Research                           | J. W. Pocock               | Feb.  |
| Are We Asking the Foreman to Be Better Than His Supervisor      | U. Rosenfield              | Mar.  |
| Are You Thinking About Management Development?                  | Gilbert C. Jacobus         | Dec.  |
| Automation—Advances in Automatic Production                     | Robert T. Collins          | May   |
| Automation Dictionary   | C. L. Peterson             | July  |
| Bottlenecks in Human Relations Training                         | Dalton E. McFarland        | Feb.  |
| Break-Even Analysis and the Measurement of Capital Productivity | Joel Dean                  | Apr.  |
| Business Leadership in the Decade Ahead                         | Ordway Tead                | Feb.  |
| Case Method in Supervisory Training                             | T. S. Lisberger            | Feb.  |
| Centralization Versus Decentralization                          | Ernest Dale                | June  |
| Climate for Growth  | H. H. Carey                | Sept. |
| Complex Problem of Organization                                 | Prof. E. H. Anderson       | Mar.  |
| Creative Individual in Business                                 | Clarence J. Myers          | June  |
| Do Industrial Engineers Need Executive Development?             | Harold F. Smiddy           | May   |
| Executive Development in the Foreign Service                    | James F. Brady             | Dec.  |
| Executive Selection   | Theodore Hariton           | Apr.  |
| Figures and the Manager   | Othel D. Westfall          | Nov.  |
| Financial Incentives: The Flywheel of Management Planning       | Phil Carroll               | July  |
| Fundamentals of Management                                      | Paul Kircher               | Oct.  |
| How Public Economic Policies Affect Business Expenditures       | Neil H. Jacoby             | Mar.  |
| How Will the Good Supervisor Deal with Youth                    | U.S. Dept. of Labor Survey | Feb.  |
| Improve Your Conference Leadership                              | William M. Fox             | Dec.  |
| Information Feedback to Management and Employees                | F. F. Claassen, et al      | Aug.  |
| The Job Ahead for Sales Management                              | Al N. Seares               | Aug.  |
| Judging the Effectiveness of Organization                       | Alvin Brown                | Jan.  |
| Let's Put People in Our Balance Sheet                           | Elisha Gray II             | Jan.  |
| Let's Stop Wasting Brainpower                                   | Dr. Eleroy L. Stromberg    | Mar.  |
| Management Control  | Alex W. Rathe              | May   |
| Management Integration Through Methods and Standards            | Thomas E. Kelly            | Aug.  |
| The Management Profession                                       | Crawford H. Greenwalt      | Dec.  |
| Management Techniques in Vocational Rehabilitation              | F. W. Novis                | Jan.  |
| Management Viewed by an Engineer                                | Rodney W. Johnson          | Oct.  |
| Managing the Plant Layout Function                              | Richard Muther             | Apr.  |

|  |                                  |      |
|--|----------------------------------|------|
| Mathematical Programming as an Aid to Decision Making    | Gifford H. Symonds               | May  |
| Maximum Product Value at Minimum Cost                    | C. Willard Bryant                | July |
| Measurement of Management                                | Phil Carroll                     | Oct. |
| Modern Business Management                               | Wendell B. Barnes                | June |
| Money as an Industrial Cure-All                          | King MacRury                     | Nov. |
| New Focus in Executive Training                          | Irving R. Weschler, <i>et al</i> | May  |
| Operational Techniques of Creative Thinking              | Charles S. Whiting               | Oct. |
| Operations Research and Management Problems              | Wroe Alderson                    | Apr. |
| Operations Research Program for a Retail Store Chain     | John F. Magee                    | June |
| Organizing to Use Statistics                             | Benjamin J. Mandel               | Feb. |
| Personal Factors in Good Salesmanship                    | Frank E. Fehlman                 | July |
| Pioneer of Scientific Management: Morris Llewellyn Cooke | Hyacinthe Dubreuil               | Nov. |
| Place and Cost of Operations Research in Your Company    | Dr. Ellis A. Johnson             | Jan. |
| Planning the Strategy of the Business                    | Ewing W. Reilley                 | Dec. |
| Production Scheduling: An Operations Research Case Study | Dr. Russell L. Ackoff            | Mar. |
| Program for Motivating Salesmen                          | William W. Bryan                 | Feb. |
| Retooling for Materials Handling                         | James R. Bright                  | July |

|  |                            |       |
|--|----------------------------|-------|
| Scientific Management Enters Civic Affairs             | George M. Goettelman       | Sept. |
| Should You Replan and Reorganize Now?                  | Gordon VanArk              | Sept. |
| Should You Tell Them Everything?                       | Joseph H. Foegen           | Nov.  |
| Small Business and Scientific Management               | Philip Rauch               | Apr.  |
| Some Special Characteristics of Successful Management  | Joseph M. Dodge            | Apr.  |
| The Span of Control—Fact or Fable?                     | Waino W. Suojanen          | Nov.  |
| Strengthening Small Business Management                | L. T. White                | Aug.  |
| The Supervisor is the Practising Personnel Man         | William S. Wilcox          | Jan.  |
| Tomorrow's Manager Will Be a Generalist                | James Wright Simpson       | Jan.  |
| What Communications Means to the Corporation President | Paul E. Lull, <i>et al</i> | Mar.  |
| What Does the Foreman Actually Do?                     | Joseph G. Gilland          | Jan.  |
| When Business Management Becomes a Profession          | Mary Parker Follett        | July  |
| Where Will Tomorrow's Cost Savings Come From?          | Fred V. Gardner            | June  |
| Who Dares to Sit and Read?                             | Louis J. Cantoni           | Nov.  |
| You Know—But do They?                                  | Walter E. Brunauer         | Sept. |

## Subjects

### CIVIC AFFAIRS

|  |       |
|--|-------|
| Scientific Management Enters Civic Affairs | Sept. |
|--|-------|

### DISTRIBUTION AND SALES

|                                       |      |
|---------------------------------------|------|
| The Job Ahead for Sales Management    | Aug. |
| Personal Factors in Good Salesmanship | July |
| Program for Motivating Salesmen       | Feb. |

### ECONOMICS

|   |      |
|---|------|
| How Public Economic Policies Affect Business Expenditures | Mar. |
|---|------|

### EMPLOYEE RELATIONS

|  |       |
|--|-------|
| Are We Asking the Foreman to Be Better Than His Supervisor | Mar.  |
| The Climate for Growth                                     | Sept. |
| Let's Put People in Our Balance Sheet                      | Jan.  |
| Money As An Industrial Cure-All                            | Nov.  |
| Should You Tell Them Everything?                           | Nov.  |
| What Communications Means to the Corporation President     | Mar.  |
| You Know—But Do They?                                      | Sept. |

### FINANCE, ACCOUNTING AND CONTROLLING

|   |      |
|---|------|
| Break-Even Analysis and the Measurement of Capital Productivity | Apr. |
| Figures and the Manager   | Nov. |

### INDUSTRIAL ENGINEERING

|  |      |
|--|------|
| Do Industrial Engineers Need Executive Development?      | May  |
| Management Integration Through Methods and Standards     | Aug. |
| Pioneer of Scientific Management: Morris Llewellyn Cooke | Nov. |

### MANAGEMENT PRINCIPLES

|   |      |
|---|------|
| The Administration of Operations Research                 | Feb. |
| Business Leadership in the Decade Ahead                   | Feb. |
| Financial Incentives: The Flywheel of Management Planning | July |
| Fundamentals of Measurement                               | Oct. |
| Management Control  | May  |
| The Management Profession                                 | Dec. |
| Management Viewed By An Engineer                          | Oct. |
| Mathematical Programming As an Aid to Decision Making     | May  |
| Measurement of Management                                 | Oct. |
| Modern Business Management                                | June |
| Operations Research and Management Problems               | Apr. |
| Small Business and Scientific Management                  | Apr. |
| Some Special Characteristics of Successful Management     | Apr. |
| Tomorrow's Manager Will Be A Generalist                   | Jan. |
| What Does the Foreman Actually Do?                        | Jan. |
| When Business Management Becomes A Profession             | July |

### MATERIALS HANDLING

|                                    |      |
|------------------------------------|------|
| Managing the Plant Layout Function | Apr. |
| Retooling for Materials Handling   | July |

### ORGANIZATION AND PLANNING

|   |       |
|---|-------|
| Centralization Versus Decentralization                | June  |
| The Complex Problem of Organization                   | Mar.  |
| Judging the Effectiveness of Organization             | Jan.  |
| Operations Research Program for a Retail Store Chain  | June  |
| Organizing to Use Statistics                          | Feb.  |
| Place and Cost of Operations Research in Your Company | Jan.  |
| Planning the Strategy of the Business                 | Dec.  |
| Should You Replan and Reorganize NOW?                 | Sept. |
| The Span of Control—Fact Or Fable?                    | Nov.  |

### PERSONNEL

|  |      |
|--|------|
| Executive Selection                            | Apr. |
| Let's Stop Wasting Brainpower                  | Mar. |
| The Supervisor Is the Practicing Personnel Man | Jan. |

### PRODUCTION METHODS AND CONTROLS

|  |      |
|--|------|
| Accurate Inventory Measurement                           | Oct. |
| Automation—Advances in Automatic Production              | May  |
| Automation Dictionary                                    | July |
| Information Feedback to Management and Employees         | Aug. |
| Maximum Product Value at Minimum Cost                    | July |
| Production Scheduling: An Operations Research Case Study | Mar. |
| Where Will Tomorrow's Cost Savings Come From?            | June |

### TRAINING AND DEVELOPMENT

|   |      |
|---|------|
| Are You Thinking About Management Development?    | Dec. |
| Bottlenecks in Human Relations Training           | Feb. |
| Case Method in Supervisory Training               | Feb. |
| The Creative Individual in Business               | June |
| Executive Development in the Foreign Service      | Dec. |
| How Will the Good Supervisor Deal with Youth      | Feb. |
| Improve Your Conference Leadership                | Dec. |
| Management Technique in Vocational Rehabilitation | Jan. |
| A New Focus in Executive Training                 | May  |
| Operational Techniques of Creative Thinking       | Oct. |
| Strengthening Small Business Management           | Aug. |
| Who Dares to Sit and Read?                        | Nov. |

## Book Reviews

|  |      |
|--|------|
| The Art of Problem Solving—How to Improve Your Methods | Oct. |
| by Edward Hodnett                                      |      |
| The Attack on Big Business                             | Feb. |
| by J. D. Glover  |      |
| Automatic Selling                                      | Apr. |
| by G. R. Schreiber                                     |      |
| Behind the President                                   | Jan. |
| by Edward H. Hobbs                                     |      |
| Biography of the Life and Times of a Happy Liberal     |      |

|   |      |
|---|------|
| Morris Llewellyn Cooke  | Mar. |
| by Kenneth E. Tombley   |      |
| Business Without Boundary: The Story of General Mills                         | May  |
| by James Gray   |      |
| Causes of Industrial Peace Under Collective Bargaining                        | Nov. |
| by Clinton S. Golden, and Virginia Parker                                     |      |
| Centralization vs. Decentralization in Organizing the Controller's Department | Mar. |
| by H. S. Simon, H. Guetskow, H. Kosmetsky, and G. Tyndall                     |      |



- Contributions of Survey Methods to Economics.....Apr.  
by George Katona, L. R. Klein, L. B. Lansing, and  
J. N. Morgan
- Earning Opportunities For Older Workers.....Dec.  
Edited by Wilma Donahue
- Electronic Data Processing in Industry: A Case Book of Man-  
agement Experience .....Sept.  
published by American Management Association
- Electronics in Business—A descriptive reference guide.....Aug.  
prepared and published by Controllershship Foundation
- Emergency Disputes And National Policy.....Dec.  
Edited by Irving Bernstein, Harold Enarson and R. W. Fleming
- Handbook of Industrial Engineering and Management.....Dec.  
by W. Grant Ireson, and Eugene L. Grant
- How to Build Profit Value in Your Sales Dollars.....July  
by John D. Corrigan
- How to Develop Your Thinking Ability.....Oct.  
by Kenneth S. Keyes, Jr.
- Human Relations in Small Industry.....May  
by John Perry
- Imagination—Undeveloped Resource .....Sept.  
by Charles S. Whiting
- Industrial Conflict .....Apr.  
edited by Arthur Kornhauser, Robert Dubin, and  
Arthur M. Ross
- Industrial Management .....July  
by William R. Spriegel, and Richard H. Lansburgh
- Labor Productivity in Society and American Industry.....July  
by Walter Galenson
- Management Aids for Small Business: Annual No. 1.....Apr.  
edited by Edward L. Anthony
- Management Planning and Control—An Annotated Bibliography..Oct.  
prepared and published by Controllershship Foundation
- Managerial Statistics .....July  
by Kermit O. Hanson
- Operations Research for Management.....Aug.  
by Joseph McClosky, and Florence Trefethen
- A Policy for Skilled Manpower: A Statement with Facts and  
Issues .....July  
by The National Manpower Council and  
The Research Staff
- Profit Management and Control.....Aug.  
by Fred V. Gardner
- The Quest for Effective Performance.....Feb.  
by John D. Millet
- Ratios of Staff to Line Employees and Stages of Differentiation  
of Staff Functions .....Apr.  
by Alton W. Baker
- Selecting and Developing First-Line Supervisors.....July  
by George D. Halsey
- Techniques of Counseling .....Feb.  
by Jane Warters
- Theory of Collective Bargaining.....May  
by W. H. Hutt, with preface by Ludwig von Mises
- Time Study for Cost Control.....Feb.  
by Phil Carroll
- 20th Century Capitalist Revolution, The.....Aug.  
by Adolph A. Berle, Jr.
- What Makes an Executive: Report of a Round Table on Executive  
Potential and Performance.....Aug.  
published by Columbia University Press
- Workmen's Compensation .....Jan.  
by Herman Miles Somers, and Anne Ramsay Somers
- Zest For Work .....Aug.  
by Rexford Hersey

## Advanced Management Reprints

The following articles have appeared in past issues of ADVANCED MANAGEMENT, have been reprinted separately, and are now available in any quantity, at 25c per copy.

Other articles printed in ADVANCED MANAGEMENT may be had in reprint form, but must be ordered in minimum lots of 50 if they are not listed below in the stock-on-hand inventory.

- |   | No. of Copies |  | No. of Copies |
|---|---------------|--|---------------|
| 1. Blueprint For A Plant Health Program—<br>by W. E. Park                                   | .....         | 22. Our Living Standards Can Go Up—<br>by P. D. Foote                          | .....         |
| 2. Budget Navigation By Dead Reckoning—<br>by A. Hartogensis                                | .....         | 23. Performance Budgeting In Government—<br>by C. S. Hudson                    | .....         |
| 3. Economic Forecasting—by Henry Bund   | .....         | 24. Personalities In Labor-Management Conflicts—<br>by A. Imberman             | .....         |
| 4. Executive Development Through Colleges And<br>Universities—by Beach, Planty, and Van Ark | .....         | 25. Problems Existing In ILO—by W. L. McGrath                                  | .....         |
| 5. Executives: Their Personality And Its Appraisal—<br>by B. B. Gardner                     | .....         | 26. Procedures In Industry And Business—<br>by M. Albery                       | .....         |
| 6. Foreman And Middle Management  | .....         | 27. Product Research And Development—<br>by R. Spillman                        | .....         |
| 7. Foreman's Union—How Soon?  | .....         | 28. Professional Societies—Tool For Executive De-<br>velopment—by T. Linville  | .....         |
| 8. Human Factors In Industrial Design—<br>by J. Dunlap                                      | .....         | 29. Program For Motivating Salesmen—by W. Bryan                                | .....         |
| 9. Importance Of Being Important Together—<br>by C. Wimpfheimer                             | .....         | 30. Resistance To Change—by A. Zander  | .....         |
| 10. Incentive Compensation Develops Executives—<br>by A. Patton                             | .....         | 31. Scientific Management Abroad—by H. Maynard                                 | .....         |
| 11. Industrial Use Of Personality Tests—<br>by W. S. Henry                                  | .....         | 32. Special Report On Test Analysis Of Group Of<br>Time Study Men—by C. Thomas | .....         |
| 12. Inventory Control—by R. Goldberger & E. Kessler   | .....         | 33. Steps Toward Economic Understanding—<br>by J. Burger                       | .....         |
| 13. Keeping Up With Business Cycles—<br>by G. H. Moore                                      | .....         | 34. Teaching Total Management Function Through<br>Job Rotation—by H. V. Olsen  | .....         |
| 14. Keynote For Management-Industry Partnership—<br>by T. Carroll                           | .....         | 35. Transition In Corporate Controls—by J. Juran                               | .....         |
| 15. Labor Trends—by C. Ching  | .....         | 36. Trend Of Business During Next Three Years—<br>by G. MacKay                 | .....         |
| 16. Make It Informative—by P. Beall   | .....         | 37. Wartime Lessons In Wage Administration—<br>by C. Balderston                | .....         |
| 17. Management Education  | .....         | 38. What Does The Foreman Actually Do?—<br>by J. G. Gilland                    | .....         |
| 18. Management-Union Future—by M. Semel   | .....         | 39. What Makes Successful And Unsuccessful Execu-<br>tives?—by B. B. Gardner   | .....         |
| 19. Mirrors Extend Scope Of Camera—<br>by C. A. Anderson                                    | .....         | 40. Do Industrial Engineers Need Executive Develop-<br>ment?—by H. F. Smiddy   | .....         |
| 20. New Emphasis In Cost Reduction—<br>by A. MacCullough                                    | .....         |  |               |
| 21. New Time Study Tool—by D. Jones   | .....         |  |               |

Please send the items checked above to:

NAME .....

ADDRESS .....

PAYMENT ENCLOSED .....

\*PLEASE BILL ME .....

\*(Minimum billing order \$1.00)

EMENT

...July

...Aug

nd

...July

...Aug

...Feb

on

...Apr

...July

...Feb

...May

...Feb

...Aug

re

...Aug

...Jan

...Aug